

OUTFRONT/

WE GET
YOU TWIN CITIES

Media Across The Market



WE ARE OUTFRONT/

At OUTFRONT, we understand that to brands, audiences are everything. Our media impact people where and when it matters most: in the real world. Smart brands leverage out of home's power of TLC by combining technology, location, and creativity to drive meaningful connections with their target audiences.

We continue to add intelligence to OOH, making our media more accurate, agile, and accountable. Our insights suite and attribution solutions were designed to reach your desired audience and measure your campaign's impact on them.

We are OUTFRONT by name and nature. We are everywhere, empowering businesses to leverage our ubiquity (500K canvases and 14.1B weekly impressions), our national footprint (top 25 markets), and our local relevance and community connections. We are front and center in the places your consumers live, work, and play, from neighborhoods to urban centers, from transit hubs to busier-than-ever highways and roads.

OOH is today's most creative medium. All OUTFRONT clients have access to our Cannes Lions award-winning in-house creative agencies to develop the right messaging and campaigns to drive positive outcomes. Champion the power of America's biggest canvases to drive engagement, fame, and trust.

As the most visible media platform in America, we understand our role in creating cultural impact. That's why we are dedicated to helping people, places, and businesses grow stronger.

**Welcome to America's most visible
and versatile media network.**

**Welcome to OUTFRONT.
We get you America.**



WE LEAD IN THE ART, SCIENCE, & AUTOMATION OF OOH /



OUTFRONT

ART

Creative drives 70% of an ad's effectiveness. OUTFRONT delivers the best assets in the country, serving as the perfect blank canvas for your brand story, illustrated through big, bold, and beautiful creative. Tap into our award-winning creative agencies for best-in-class creative services, campaign development, and dynamic digital add-ons.

SCIENCE

Tech advancements are a priority for OUTFRONT. We have the right hardware, software, and data to ensure your campaign is targeted, efficient, and trackable. We know reaching the right people is a top priority. That's why we use syndicated research, proprietary geospatial data, and real-time mobile data to find audience segments IRL. We also know that measurement matters. So, we have an attribution model that is scalable to different business needs.

AUTOMATION

Automation is transforming digital out of home buying. Access OUTFRONT's digital inventory and automate the DOOH buying process programmatically or via the OUTFRONT Ad Server, for a managed service experience. Both approaches include the ability to easily activate complex digital campaigns at scale, which may include data conditions, impression or audience targeting, and dayparting.

OOH DRIVES SUCCESS /

OUTFRONT/

OOH IS A POWERFUL MEDIUM WITH PROVEN SUCCESS IN DRIVING DESIRABLE BRAND OUTCOMES ACROSS THE PURCHASE FUNNEL. THIS LAYERED WITH ITS LOW CPM MAKE IT AN EFFECTIVE AND EFFICIENT ADDITION TO ANY MEDIA PLAN.

AWARENESS

OOH performs best for awareness across all demographics, while also ranking as the **#1 preferred media format for Millennials and GenZ**. Characteristics like massive reach, trustworthiness, and highly visual canvases contribute to OOH ranking highest against all other media in this KPI.

CONSIDERATION

People take action after seeing out of home, whether in real life or digitally. In fact, **OOH drives 5.3X more search queries and 5X more website visits** than any other media. Often along the path to purchase, OOH drives people into brick-and-mortar locations and the checkout line.

CONVERSION

OOH demonstrates superior performance in awareness and nearly identical numbers with social media in consideration and conversion rates. With significantly lower CPMs than other mediums, OOH offers the dual advantage of cost-effectiveness and widespread impact. Evidenced by **eBay's 27% surge in ad revenue** post-transition to a "full-funnel" marketing approach, the potency of OOH in driving conversions is undeniable.

AWARENESS¹

43% OOH
33% TV
32% Social Media
26% Online Video

CONSIDERATION¹

23% OOH
24% TV
24% Social Media
21% Online Video

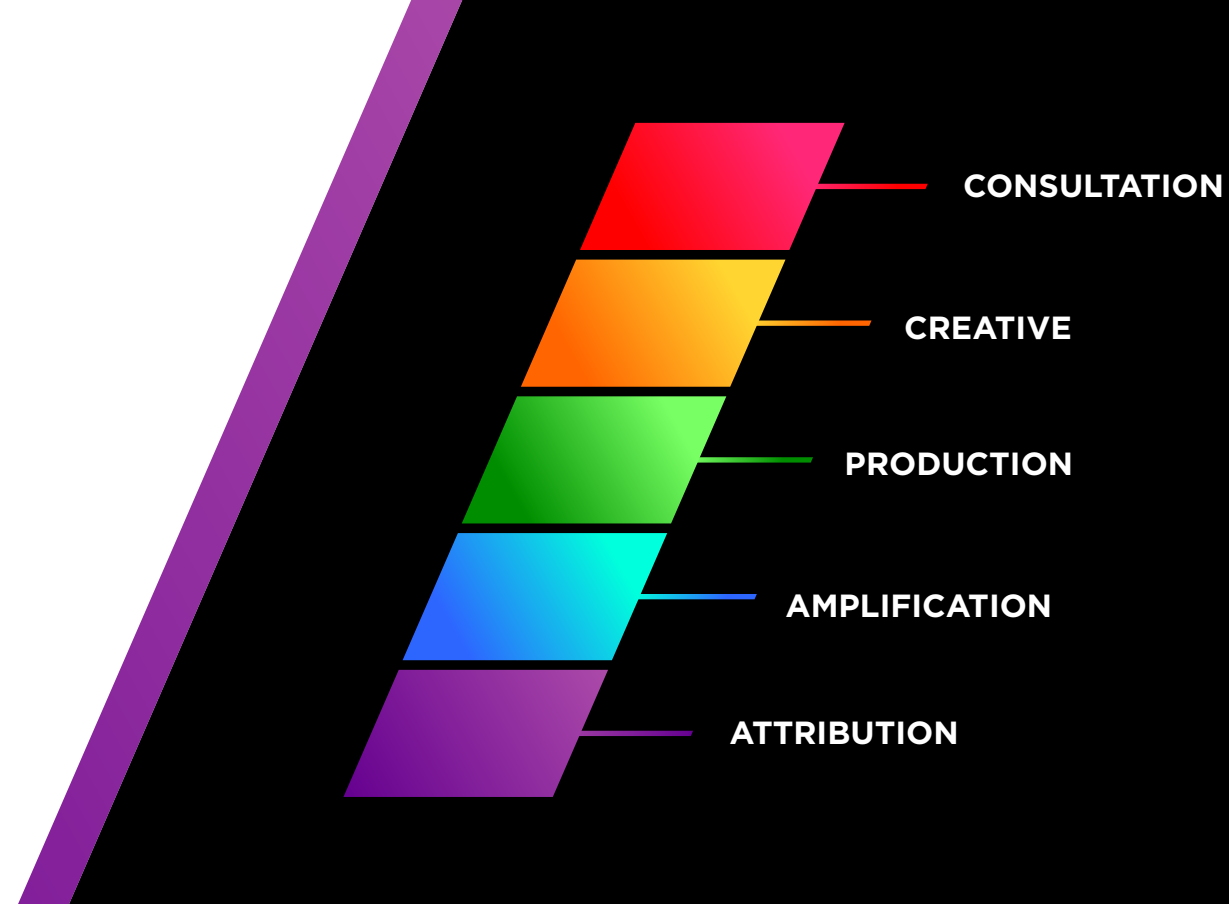
CONVERSION¹

18% OOH
18% TV
20% Social Media
13% Online Video

LEVERAGE OUR EDGE /

OUTFRONT'S 360° PARTNERSHIP
APPROACH ENSURES YOU GET
THE EDGE ON YOUR COMPETITION.

OUTFRONT/



CONSULTATION

DEFINING YOUR CAMPAIGN

Tap into smartSCOUT™, Geopath, or StreetMetrics to find the best canvases to reach your audience. Prefer to automate the buying process? 7,000+ digital billboard and transit canvases available on top SSP and DSP platforms, plus OUTFRONT's Ad Server.

CREATIVE

THE MOST CREATIVE OF ALL MEDIUMS

XLabs and OUTFRONT STUDIOS design Cannes Lions and industry award-winning campaigns. Together, we can aid in anything from best practices to full campaign development, or integrate the latest dynamic digital elements.

PRODUCTION

LAUNCHING YOUR CAMPAIGN

Let's launch your brand story! With a full in-house operations team, your campaign will hit the streets in an impactful way.

AMPLIFICATION

TAKING YOUR MESSAGE FROM IRL TO URL

OOH is the best primer for all things digital, including search, social, and mobile. Our communications team can amplify your real world campaign through press, social OOH, and mobile reach.

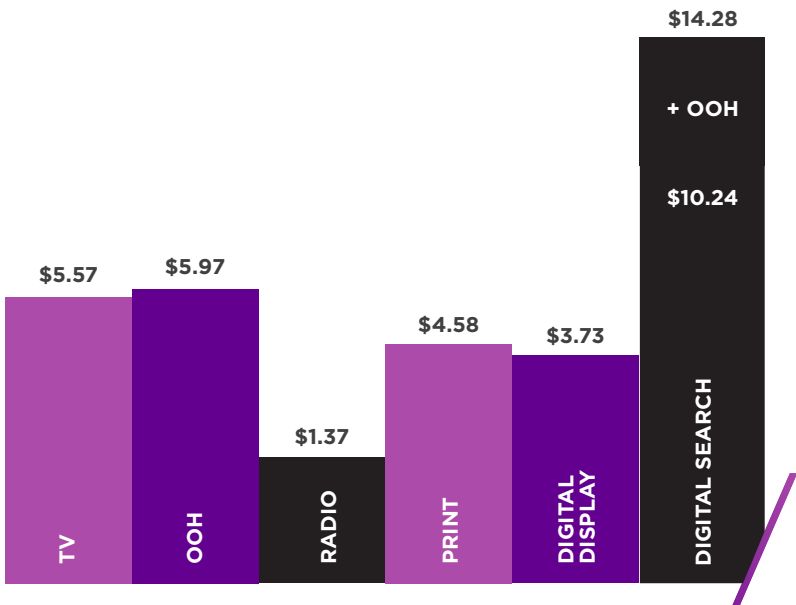
ATTRIBUTION

TRACKING SUCCESS

Our suite of attribution solutions can track your campaign's success based on KPIs like footfall, website visitation, app downloads, tune-in, and brand affinity.

AMPLIFICATION MATTERS/

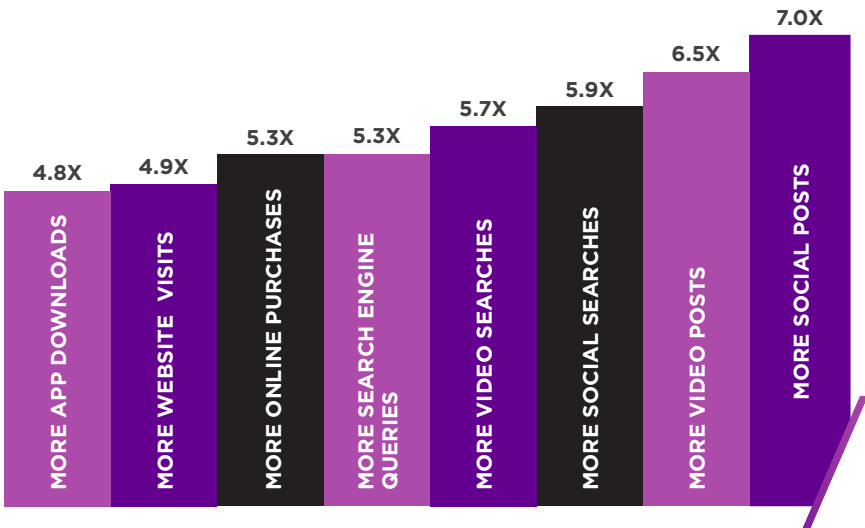
OUTFRONT is the best primer for digital engagement.



SEARCH

When out of home is added to the media mix, it **increases search’s return on ad spend by 40%**. That’s because **41% of consumers** search for a brand after viewing out of home ads. Dollar for dollar, that’s **5.3x the performance** of other media.

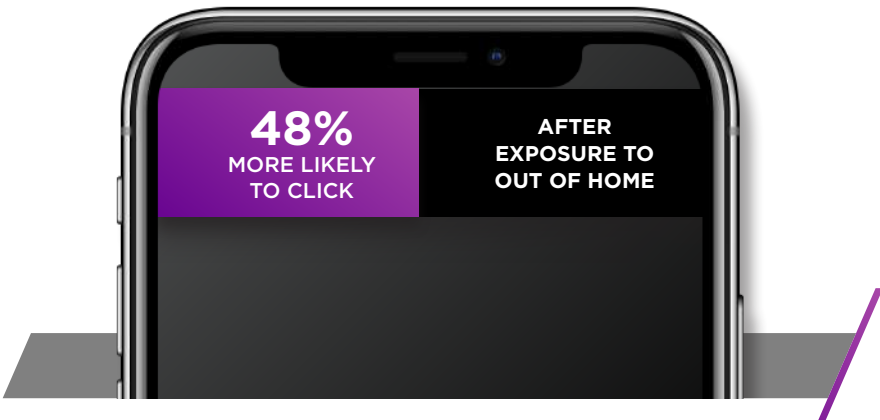
Combining billboard and transit media helped finance brand Inter&Co drive a **100X increase** in branded search.



SOCIAL

Out of home drives 7X more social posts than any other medium, per ad dollar spent. It also drives **6.5X more video posts** and **5.9X more social searches**. Plus, one in four Americans have posted an OOH ad to their Instagram.

Sony and Olivia Rodrigo partnered on earbuds and a limited-edition MetroCard drop; **the Internet went wild**.



MOBILE

Out of home inspires us to take out our phones and do something – like click a mobile ad. Consumers are **48% more likely to engage** with a mobile ad after exposure to the same ad via OOH.

PBR Teams expanded to eight markets after its first OOH campaign captivated Kansas City, **boosting ticket sales**.



ATTRIBUTION MATTERS/

OUTFRONT/

OUTFRONT'S COMPREHENSIVE SOLUTIONS STACK PROVIDES FLEXIBILITY TO CHOOSE THE **ATTRIBUTION PRODUCTS THAT BEST ALIGN WITH YOUR KPIs.**



FOOTFALL

Footfall uses a consumer's physical behavior to track incremental store and on-site visits and link them to out of home campaigns they have viewed. OUTFRONT has seen an average lift of 131% for those exposed to OOH.

[Learn how we drove a 164% lift in store traffic to 200 Burger King locations.](#)



WEBSITE

Online conversion tracking identifies when a consumer is exposed to OOH advertising and then visits the corresponding brand's website or mobile app. OUTFRONT continues to drive the strongest digital conversion, with an average lift of 345% in website traffic for those exposed to the OOH.

[Read how we drove website traffic for Celebrity Cruises.](#)



APP DOWNLOAD

We leverage a post-back to observe which mobile devices have downloaded and used the app after exposure to the OOH campaign.

[See how we increased likelihood to download the Tinder app.](#)



TUNE-IN

Devices exposed to OOH ads are mapped to households that viewed a specific program, measuring tune-in lift.

[See how we drove tune-in for a major sports league.](#)



BRAND LIFT

On-site mobile surveying provides brands with the opportunity to understand how audiences are responding to OOH creative. We measure attributes like awareness, ad recall, brand affinity, and intent to buy. OOH continues to drive stronger ad recall and brand awareness than all other measured media.

[Learn how we increased unaided brand awareness for Fresh Direct.](#)



READ THE
BURGER KING
CASE STUDY



READ THE
CELEBRITY CRUISES
CASE STUDY



READ THE
TINDER
CASE STUDY



READ THE
SPORTS LEAGUE
CASE STUDY



READ THE
FRESH DIRECT
CASE STUDY



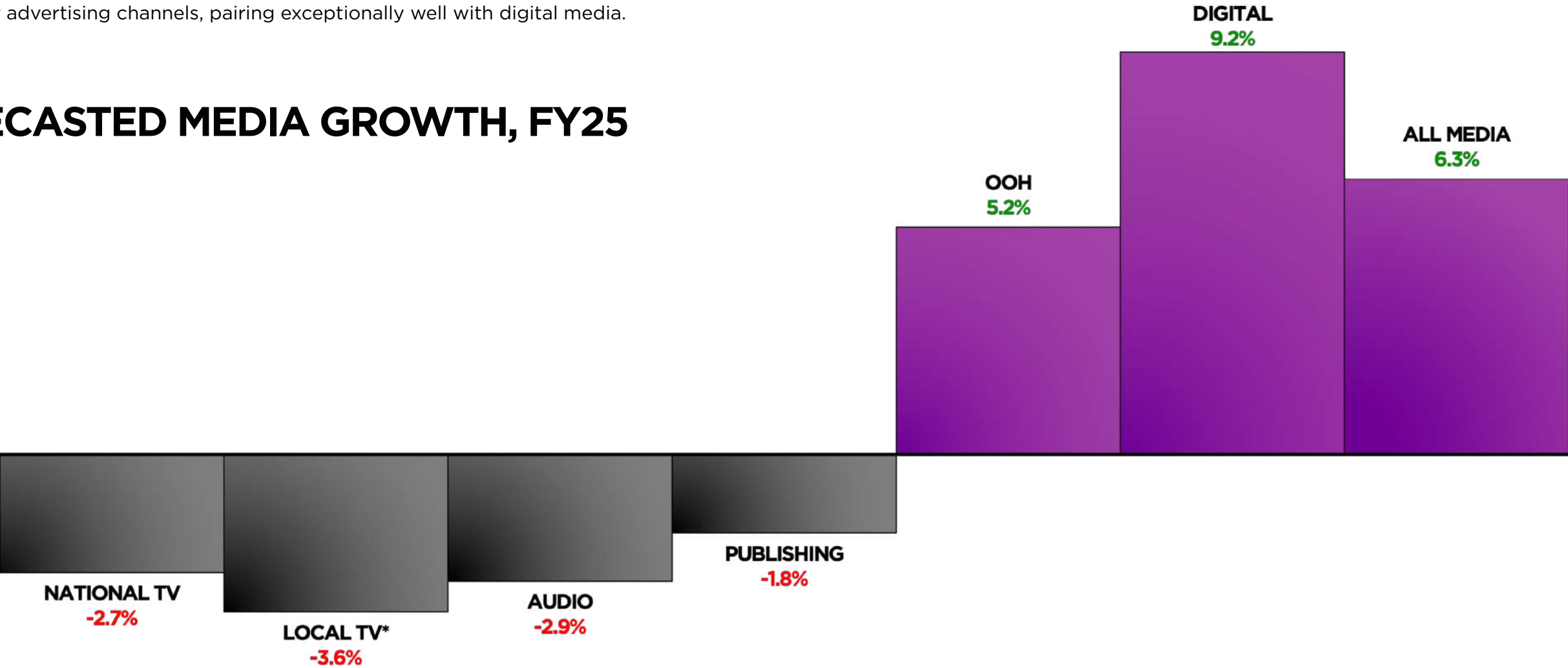
SOURCE: OUTFRONT ATTRIBUTION STUDIES

DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.

OOH IS MEDIA'S FAVORITE MEDIUM /

OOH is geared for continued growth in 2025. Even better, it is a proven amplifier for all other advertising channels, pairing exceptionally well with digital media.

FORECASTED MEDIA GROWTH, FY25



SOURCE: MAGNA GLOBAL, 2024.
*LOCAL TV EXCLUDES CYCLICAL EVENTS.

IMPACT WHERE IT MATTERS: MEDIA ACROSS THE U.S.A. /

YOUR STORY & AUDIENCE. OUR CANVAS.

TOP 50 MARKETS

OUTFRONT

	TOP 50 MARKETS	CBSA POPULATION	BULLETINS	WALLSCAPES	POSTERS & JUNIOR POSTERS	COMMUTER RAIL & SUBWAY	BUSES	STREET FURNITURE	SPECIALTY	MOBILE + SOCIAL NETWORKS
1	New York-Newark et al, NY-NJ-PA	19,357,766	●●	●	●●	●●●	●	●●	●●	●
2	Los Angeles-Long Beach et al, CA	12,773,059	●●	●	●●		●●	●●●	●●	●
3	Chicago et al, IL-IN-WI	9,220,195	●●	●	●●	●●●			●●	●
4	Dallas-Fort Worth-Arlington, TX	8,365,633	●●	●				●	●	●
5	Houston-The Woodlands et al, TX	7,699,970	●●	●				●●		●
6	Atlanta-Sandy Springs et al, GA	6,421,346	●●		●●			●●		●
7	Washington et al, DC-VA-MD-WV	6,353,913	●	●		●●●	●●	●		●
8	Miami-Fort Lauderdale et al, FL	6,299,604	●●	●●		●●●	●●	●●●		●
9	Philadelphia et al, PA-NJ-DE-MD	6,258,409	●●	●	●					●
10	Phoenix-Mesa-Scottsdale, AZ	5,168,926	●●		●●	●	●	●	●	●
11	Boston-Cambridge-Newton, MA-NH	4,936,229	●●	●	●	●●●	●●	●●	●	●
12	Riverside et al, CA	4,659,582	●●		●				●	●
13	San Francisco-Oakland et al, CA	4,572,708	●●	●	●	●●●	●●	●●		●
14	Detroit-Warren-Dearborn, MI	4,333,171	●●	●	●		●●			●
15	Seattle-Tacoma-Bellevue, WA	4,098,018	●		●					●
16	Minneapolis et al, MN-WI	3,730,656	●●	●	●				●●	●
17	Tampa-St. Petersburg et al, FL	3,419,498	●●	●	●			●	●●	●
18	San Diego-Carlsbad, CA	3,279,593	●●	●	●				●●	●
19	Denver-Aurora-Lakewood, CO	3,033,651	●●	●	●					●
20	Orlando-Kissimmee-Sanford, FL	2,909,696	●●		●	●				●
21	Baltimore-Columbia-Towson, MD	2,835,809	●							●
22	St. Louis, MO-IL	2,793,090	●●	●	●●					●
23	San Antonio-New Braunfels, TX	2,761,788	●●							●
24	Portland-Vancouver et al, OR-WA	2,504,222	●●	●	●●					●
25	Sacramento-Roseville et al, CA	2,413,840	●●		●●					●

● INDICATES OUTFRONT MEDIA AVAILABLE ● INDICATES DIGITAL MEDIA AVAILABLE ● INDICATES WRAPPED MEDIA AVAILABLE

NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT
SOURCE: CENSUS DATA (2024 UPDATE).

TOP 50 MARKETS /

	TOP 50 MARKETS	CBSA POPULATION	BULLETINS	WALLSCAPES	POSTERS & JUNIOR POSTERS	COMMUTER RAIL & SUBWAY	BUSES	STREET FURNITURE	SPECIALTY	MOBILE + SOCIAL NETWORKS
26	Pittsburgh, PA	2,410,277	● ●							●
27	Las Vegas-Henderson-Paradise, NV	2,369,486	● ●				● ●	● ● ●	● ●	●
28	Cincinnati, OH-KY-IN	2,290,416	●							●
29	Kansas City, MO-KS	2,240,831	● ●	●	●					●
30	Columbus, OH	2,208,373	● ●	●	●			●		●
31	Indianapolis-Carmel-Anderson, IN	2,166,851	● ●	●	●				● ●	●
32	Cleveland-Elyria, OH	2,155,276	● ●	●						●
33	Nashville-Davidson et al, TN	2,153,421	● ●							●
34	San Jose-Sunnyvale et al, CA	1,952,656	● ●		●	● ● ●	● ●	● ●		●
35	Virginia Beach et al, VA-NC	1,795,437	●					● ●		●
36	Jacksonville, FL	1,779,779	● ●							●
37	Providence-Warwick, RI-MA	1,683,645	● ●							●
38	Raleigh, NC	1,555,961	●							●
39	Richmond, VA	1,372,170	●							●
40	Louisville et al, KY-IN	1,371,917	● ●		●			● ●	● ●	●
41	Memphis, TN-MS-AR	1,333,544	● ●							●
42	Fresno, CA	1,179,207	● ●		● ●					●
43	Grand Rapids-Wyoming, MI	1,172,184	● ●		● ●					●
44	Hartford-West Hartford et al, CT	1,157,215	● ●		● ●	●				●
45	Buffalo-Cheektowaga et al, NY	1,152,213	●							●
46	Rochester, NY	1,048,543	●							●
47	Bridgeport-Stamford-Norwalk, CT	955,414	●			●				●
48	New Orleans-Metairie, LA	943,633	● ●	● ●	● ●					●
49	Albany-Schenectady-Troy, NY	907,810	●							●
50	Worcester, MA-CT	872,485	●							●

● INDICATES OUTFRONT MEDIA AVAILABLE ● INDICATES DIGITAL MEDIA AVAILABLE ● INDICATES WRAPPED MEDIA AVAILABLE

NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT
SOURCE: CENSUS DATA (2024 UPDATE).

MEDIA ACROSS THE TWIN CITIES

WE GET YOU TWIN CITIES

Minneapolis and St. Paul are known for their **diverse culture, highly educated people, and high quality of life**. The Twin Cities serve as **headquarters to over 16 corporations** such as Target, Ecolab, Ameriprise, Xcel Energy, Thrivent Financial, Securian Financial, Hormel, Land O Lakes, General Mills, 3M, United Health, Medtronic, Cargill, Best Buy, Fair Isaac, Blue Cross, St. Jude, and many more. It is also home to many Regional and National Banking Institutions, including Wells Fargo, US Bank, and RBC, which makes us a **powerful financial center**.

WHY TWIN CITIES?

- Average Household Income in the Twin Cities is \$131,000
- Millions of residents and visitors each year
- Third largest economic center in the Midwest
- Thriving theater, cultural center, and museum scene
- Seven national sports teams across all the major leagues
NFL-Vikings, MLB-Twins, NHL-Wild, NBA-Timberwolves,
NLB-Saints, WNBA-Lynx, MLS-MN United.

MINNEAPOLIS
763.540.0031

SOURCE: SCARBOROUGH-2024 UPDATE, US CENSUS , US CENSUS AMERICAN COMMUNITY SURVEY

OUTFRONT



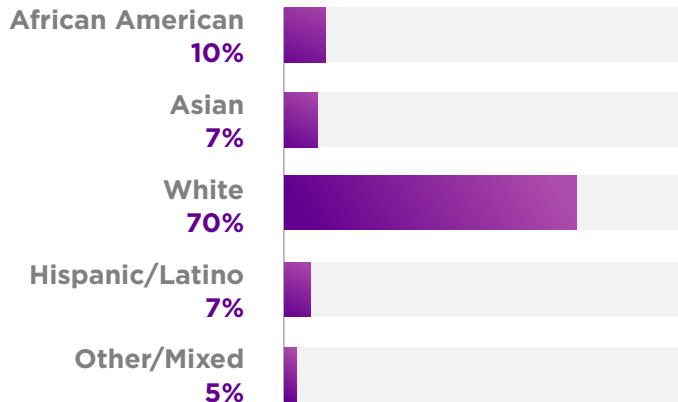
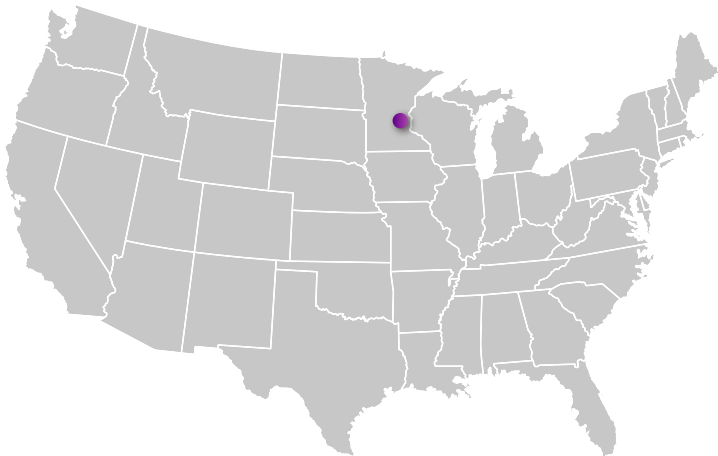
SCAN OR CLICK TO
LEARN MORE

summer at
Mia
Free
Movies,
Music,
Mingling.
artsmia.org

ORPHEUM

MINNEAPOLIS/ST. PAUL

Profile



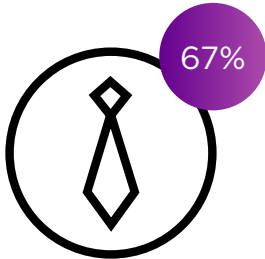
MINNEAPOLIS/ST. PAUL
2.9 MILLION A18+ CBSA



College Degree
or higher



Total miles traveled
past week



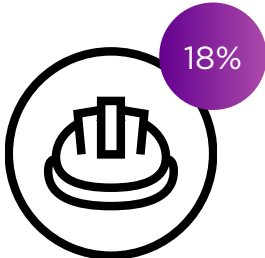
White-collar
occupation



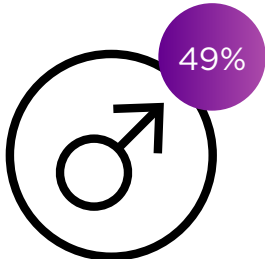
Female



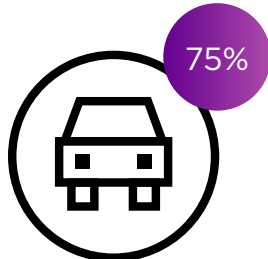
Time spent traveling to
work round trip.



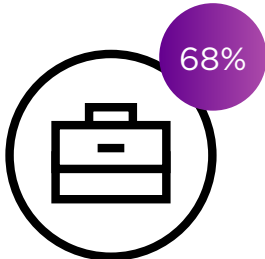
Blue-collar
occupation



Male



Drive alone or
carpooled



Employed

MEDIA PRODUCTS AT A GLANCE



BULLETINS



DIGITAL BULLETINS



WALLS



JUNIOR POSTERS



LIVEBOARD NETWORKS



BACKLIT DIORAMAS



SKYWAY WALLSCAPES



DOMINATIONS



COLUMN WRAPS



EXPERIENTIAL



MOBILE NETWORK

SKYWAY TRANSIT

SKYWAY MEDIA

The Twin Cities skyways are a climate controlled interconnected collection of 2nd story pedestrian walkways that span over 17.5 miles. **Each day, OUTFRONT's Skyway Media platform reaches the audience of upscale working adults and business decision makers that live, work, and shop in Minneapolis, St. Paul, and Rochester.** Additionally, the skyway system connects visitors to hotels, sporting events, nightlife in the warehouse district, and performances in the theatre district.

OUTFRONT's skyway advertising mediums are strategically placed throughout the skyways to target high traffic areas within our market, such as the Minneapolis Convention Center, Target Corporation, Target Field, Target Center, Xcel Energy Center, The Mayo Clinic, Faegre Law, Thrivent Financial, U.S. Bank Stadium, RBC Wealth Management, Wells Fargo, U.S. Bank and many more.

MEDIA

- Liveboard Networks
- Backlit Dioramas
- Interior Wallscapes
- Exterior Wallscapes
- Dominations
- Column Wraps
- Floor Graphics
- Elevator Clings
- Experiential Opportunities
- Speciality Media

COVERAGE

- Minneapolis
- St. Paul
- Rochester

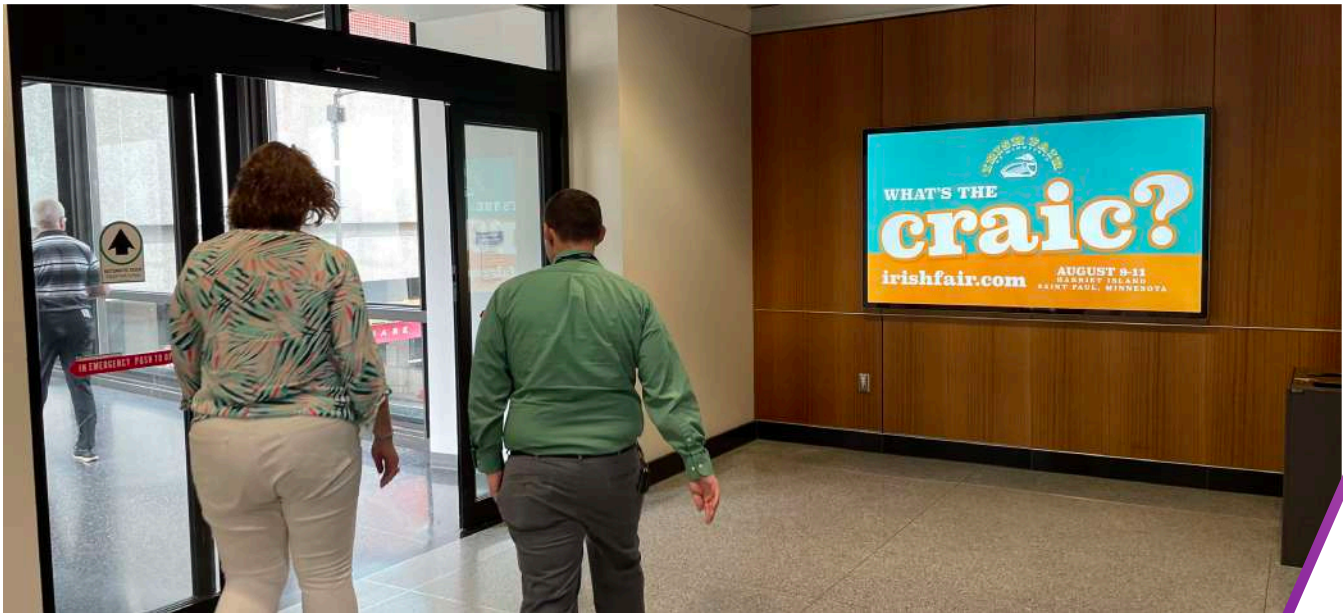


MINNEAPOLIS SKYWAY

The Minneapolis skyway connects **9.5 miles** and reaches the top upscale working adults that enter the city each day. This system is home to the headquarters for many **Fortune 500 businesses**, the country’s second-largest **Theatre District**, per capita, and twenty-four of the twenty-five **largest law firms**.

Coverage Area:

- | | | |
|--------------------------|-------------------------|----------------------|
| — Mpls Convention Center | — Wells Fargo | — Hennepin County |
| — Target Corporation | — Ameriprise Financial | — Thrivent Financial |
| — Target Field | — RBC Wealth Management | |
| — Target Center | — U.S. Bank Stadium | |
| — Guthrie Theater | — Capella Education | |
| | — City of Minneapolis | |



ST. PAUL SKYWAY

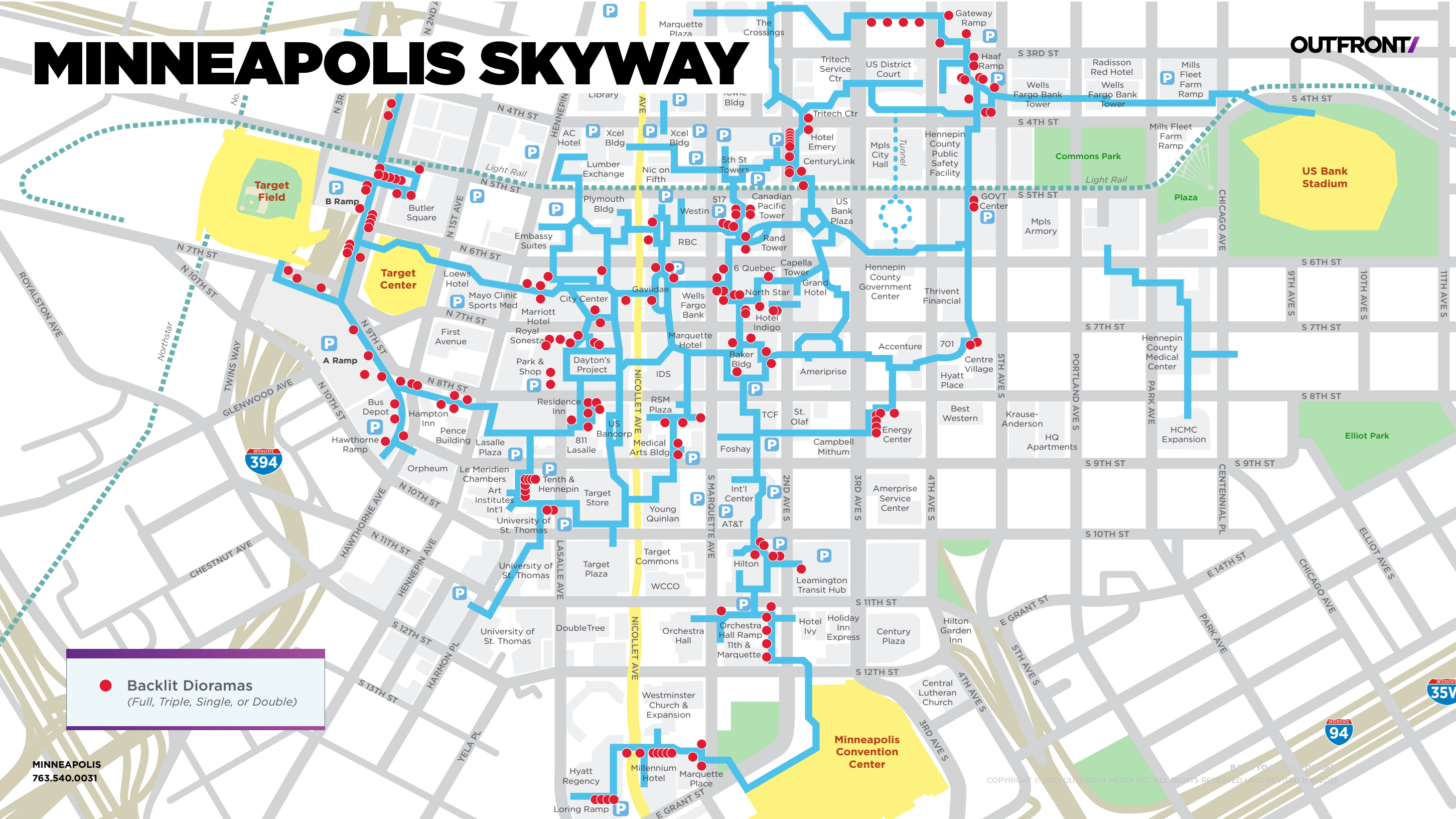
Saint Paul Skyway system is **over 5 miles long** and connects the Central Business District with the cultural and entertainment areas of downtown allowing advertisers to reach upscale consumers.

Coverage Area:

- | | |
|----------------------|--------------------------|
| — Xcel Energy Center | — Science Museum of MN |
| — River Center | — Children’s Museum |
| — Ecolab | — Ordway |
| — Securian Financial | — Minnesota Public Radio |
| — Lawson Software | |

MINNEAPOLIS SKYWAY

OUTFRONT/



Backlit Dioramas
(Full, Triple, Single, or Double)

MINNEAPOLIS
763.540.0031

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ST. PAUL SKYWAY

OUTFRONT/



ROCHESTER SKYWAY

Rochester is known for **the world-famous Mayo Clinic** which resides in the heart of downtown Rochester. The Rochester connected skyway and subway system offers signage throughout 3 levels of downtown.

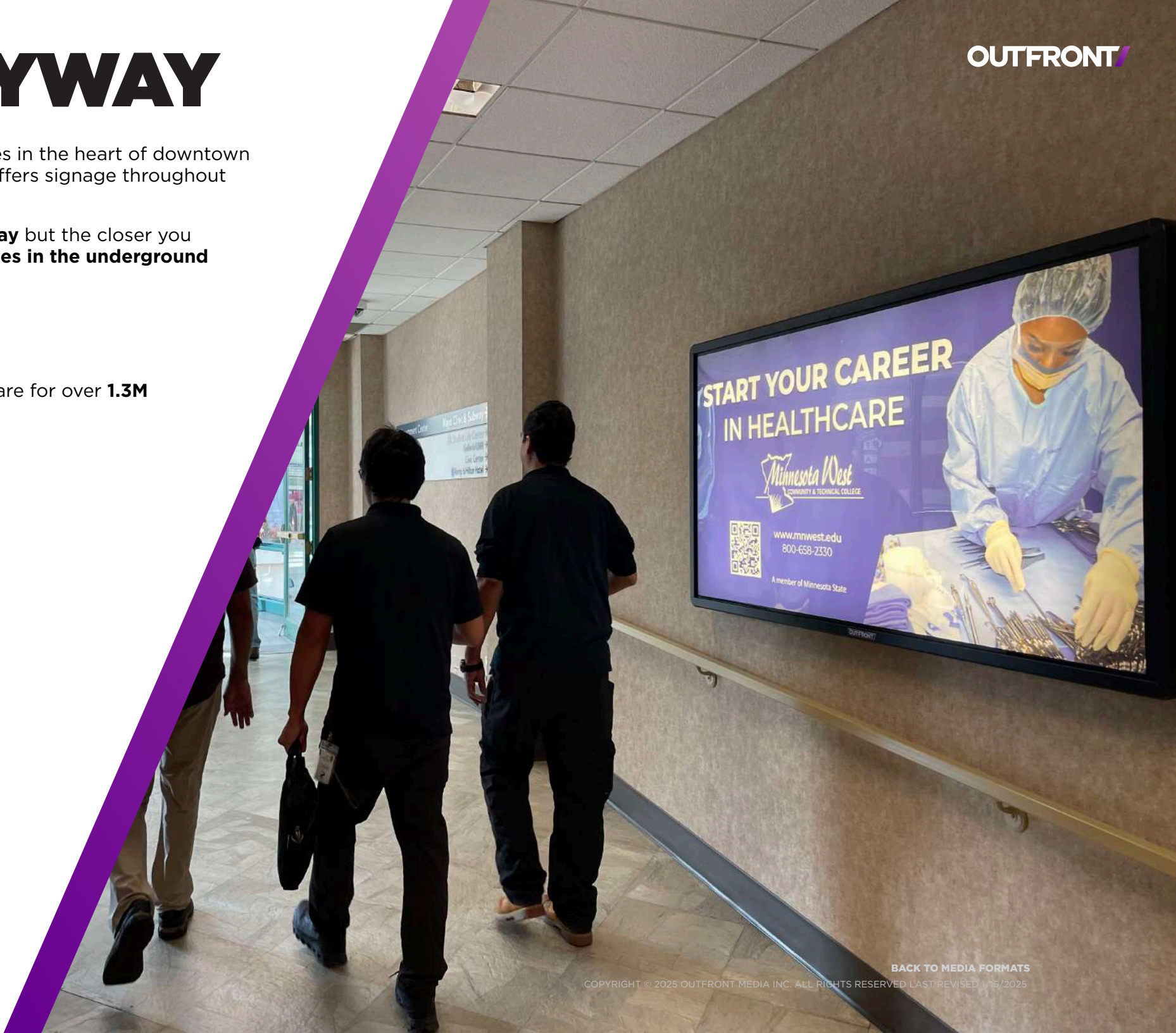
This connected system spans **over 3 miles in the upper-level skyway** but the closer you get to the Mayo Clinic the connected system expands to over **9 miles in the underground subway system**.

MAYO CLINIC

The Mayo Clinic employs 42,000 medical care professionals who care for over **1.3M outpatient visitors per year**.

COVERAGE

- Mayo Clinic
- U of M Rochester Campus
- Mayo Civic Center
- City of Rochester
- Downtown Hotels



ROCHESTER SKYWAY

Backlit Dioramas

(Full, Triple, Single, or Double)

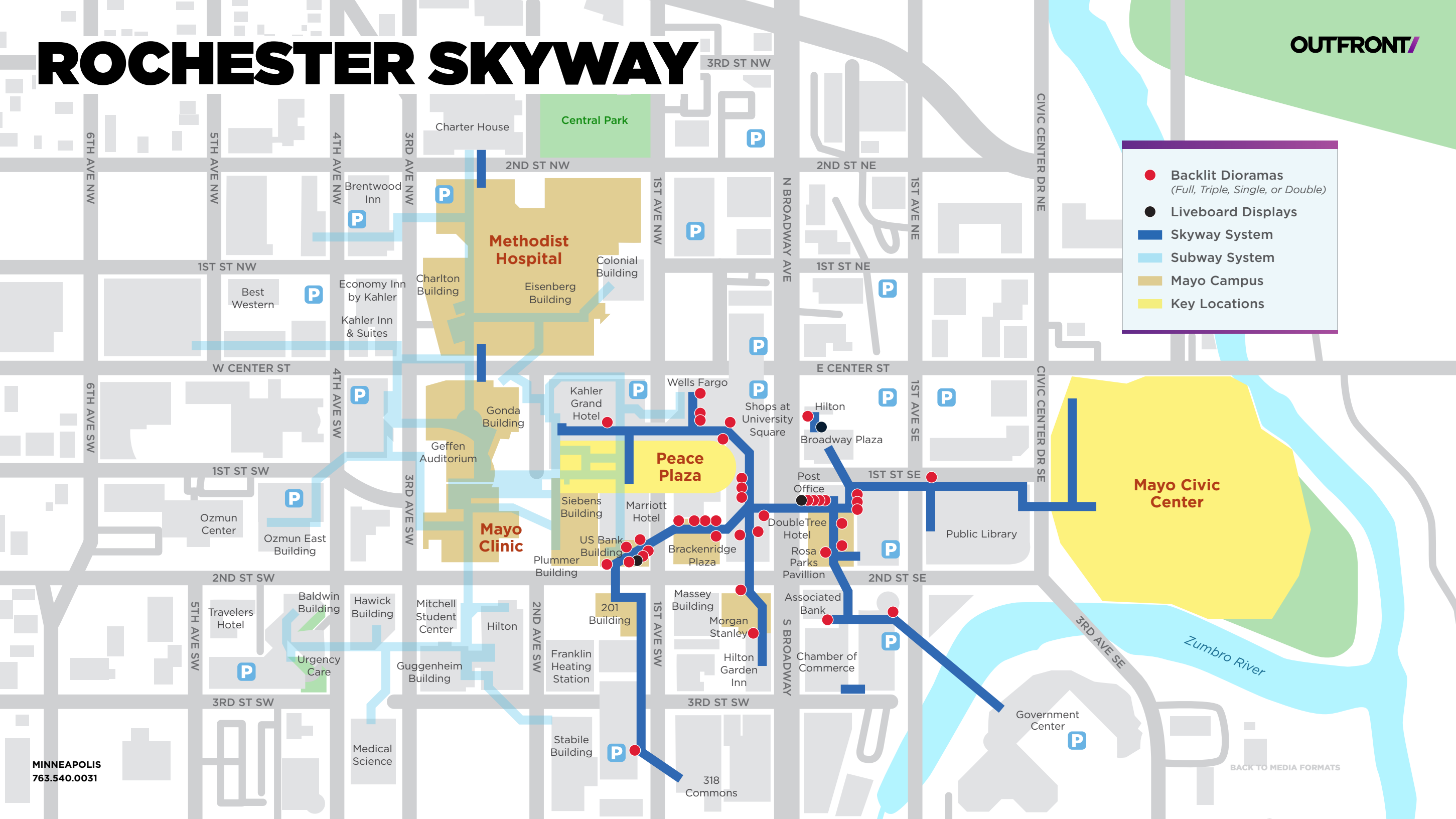
Liveboard Displays

Skyway System

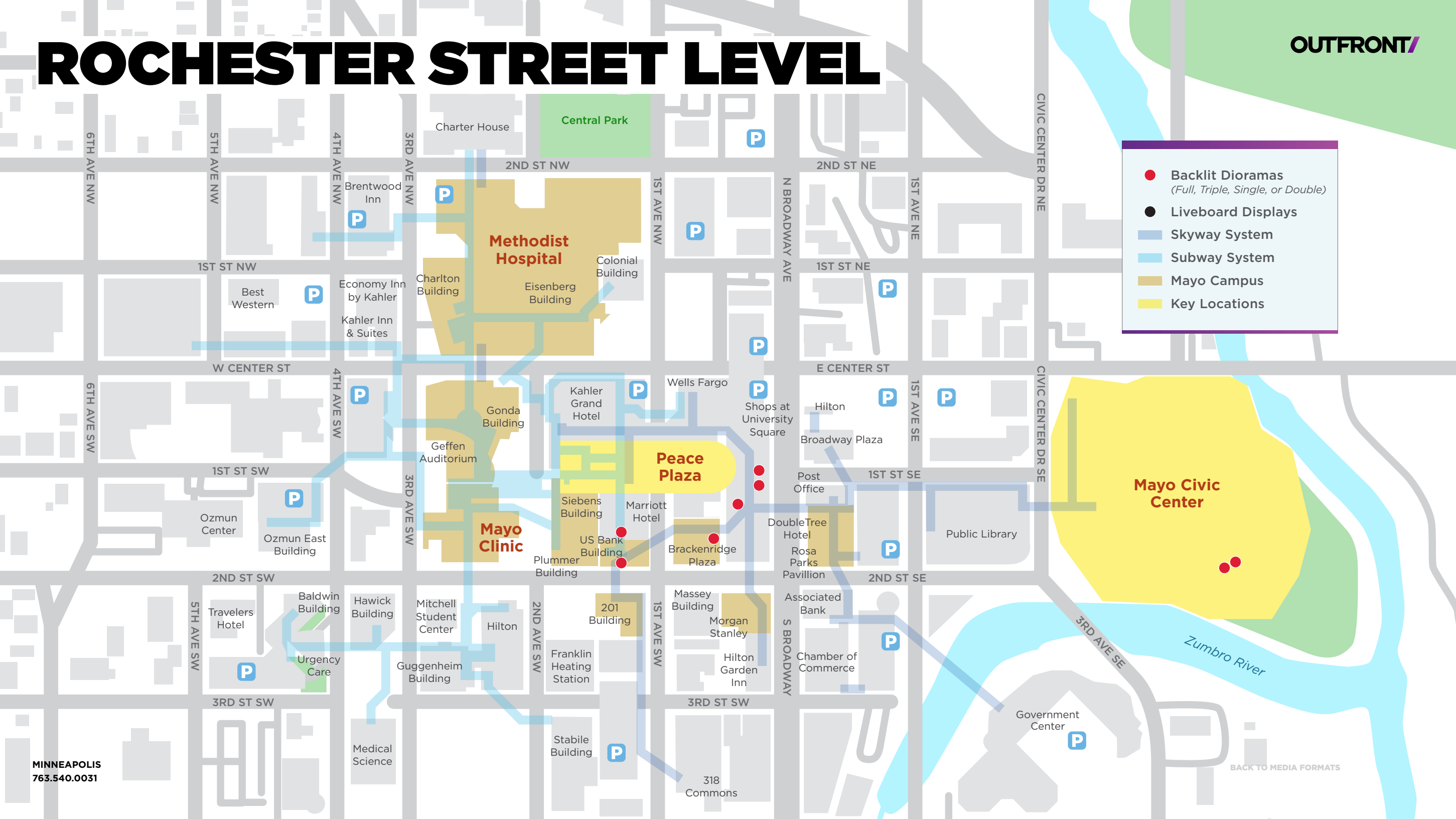
Subway System

Mayo Campus

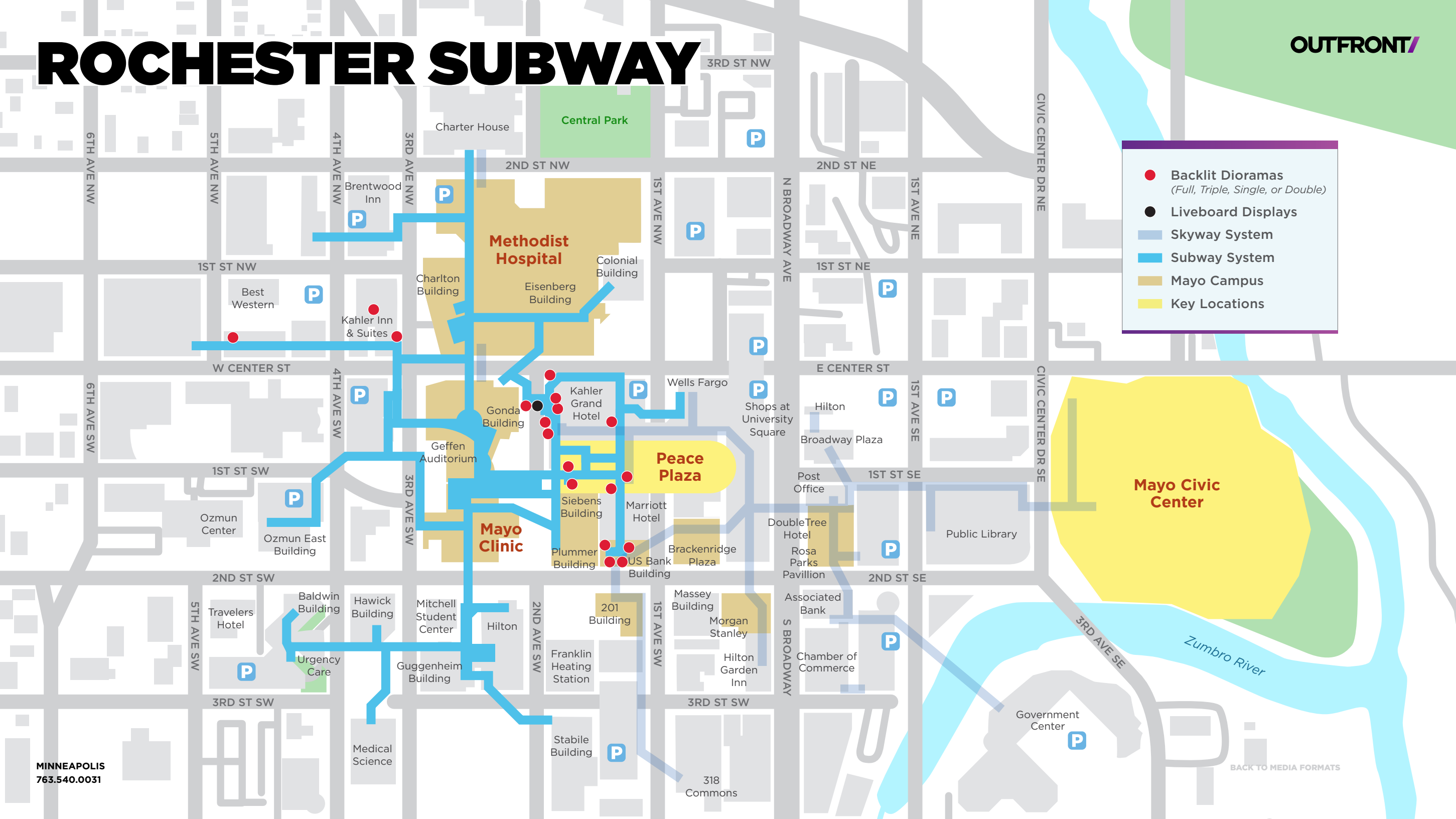
Key Locations



ROCHESTER STREET LEVEL



ROCHESTER SUBWAY



- Backlit Dioramas
(Full, Triple, Single, or Double)
- Liveboard Displays
- Skyway System
- Subway System
- Mayo Campus
- Key Locations

LIVEBOARD NETWORKS

The skyway liveboard network covers daily audiences for Minneapolis, St. Paul, and Rochester. This network reaches visitors commuting in the central business district for meetings, dining, concerts, sporting events, theatre/entertainment, etc. The liveboard network offers flexible and digital options that provide advertisers with full motion video and creative experiences.

PRODUCT INFORMATION

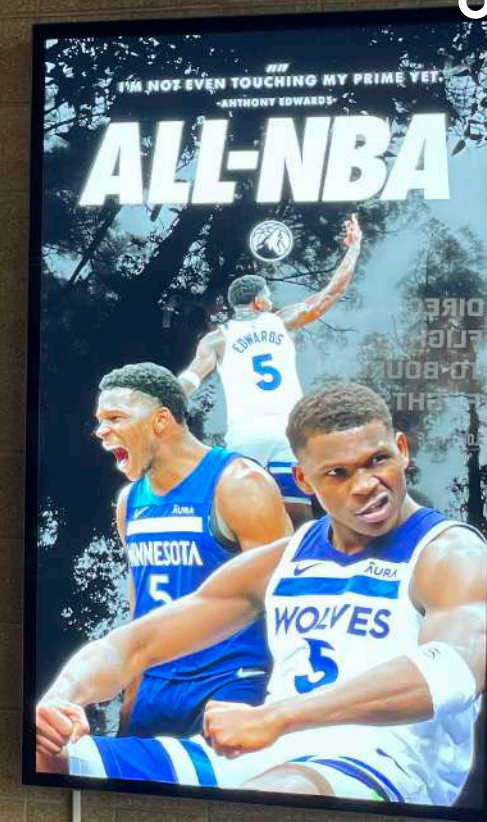
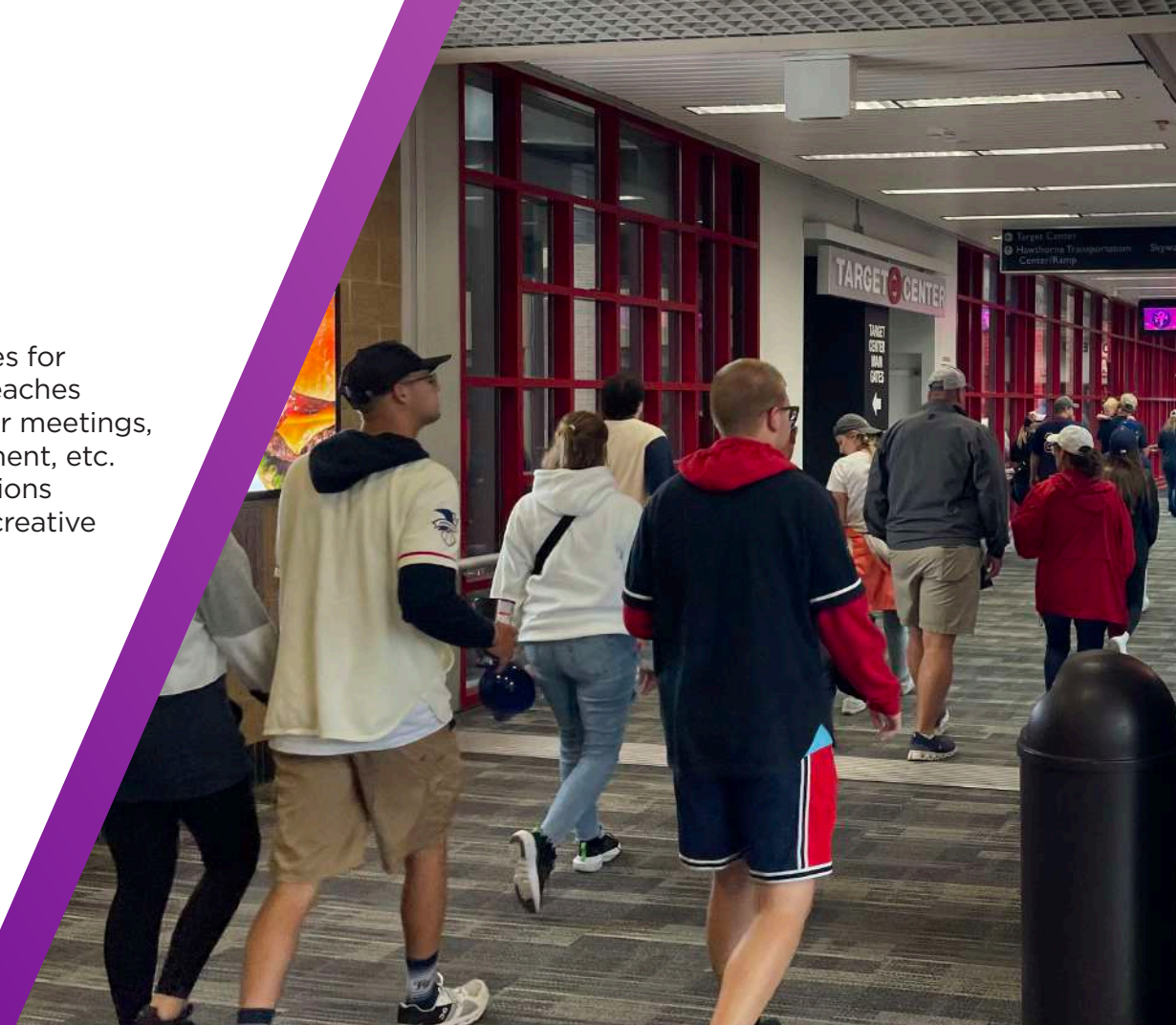
- Static/Full Motion
- Dynamic Capabilities
- Spot Length: 8 seconds
- Loop Length: 64
- Advertiser Slots: 8

MEDIA COVERAGE

- Minneapolis
- St. Paul
- Rochester

MINNEAPOLIS
763.540.0031

OUTFRONT



BACK TO MEDIA FORMATS
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BACKLIT DIORAMAS

Backlit Dioramas command attention, are fully illuminated and eye-catching! Located in the highest demand areas, this media targets an affluent, educated, white collar demographic with excellent frequency.

We can enhance this media by adding brochure racks, wall graphics, experiential opportunities and much more.

PRODUCT INFORMATION

- 3'H x 6'W
- 3'H x 2'W

MEDIA COVERAGE

- Minneapolis
- St. Paul
- Rochester





WALLSCAPES

Wallscapes vary in size and are customizable depending on budgets and creative needs. These units allow advertisers to dominate areas of the skyways reaching consumers in a bold and unexpected way. Some locations may include backlit dioramas to add additional impact to an already powerful media.

MINNEAPOLIS/ST. PAUL MEDIA COVERAGE AREAS

- | | |
|-----------------------------|----------------------|
| — 10th & Hennepin | — Centre Village |
| — 333 S 7th Street Building | — Gaviidae Commons |
| — 517 Building | — Haaf Ramp |
| — A Ramp Parking | — Hotel Minneapolis |
| — B Ramp Parking | — Radisson Blu Hotel |
| — City Center Building | — Town Square |

ROCHESTER COVERAGE

- Double Tree Hotel
- U.S. Bank Building
- Hilton Rochester

PRODUCT INFORMATION

- Size varies by location



DOMINATIONS

Dominate the consumer journey with a larger than life experience that engages each passerby. Multiple speciality formats create a captivating environment at eye level.

MEDIA COVERAGE AREAS

- 517 Building: Wall Domination
- 6 Quebec: Pillar Domination
- Target Field/Target Center: A Ramp & B Ramp Wall Domination
- 10th & Hennepin: Wall Domination
- City Center: Wall Domination

PRODUCT INFORMATION

- Size varies by location

COLUMN WRAPS

Column Wraps are typically sold in multiples per building creating a domination with multiple message/creative opportunities. They reach consumers in a unique and unexpected way to make your message really stand out!

MEDIA COVERAGE AREAS

- 6 Quebec Building
- Convention Center Rotunda

PRODUCT INFORMATION

- Varies by opportunity



FLOOR GRAPHICS

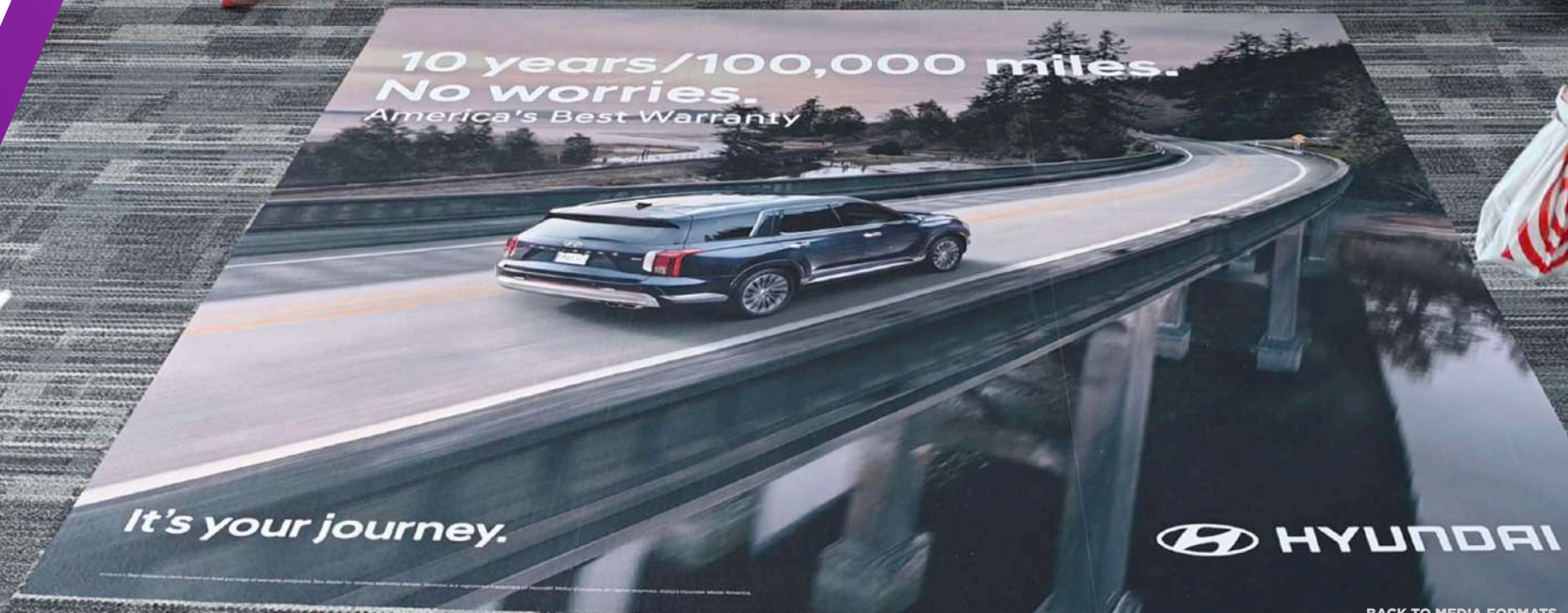
Floor Graphics are a step out of the ordinary. They reach consumers in a unique and unexpected way. Floor Graphics can be created in a variety of shapes, colors and sizes to make your message stand out! Floor Graphics can be combined with multiple media options for added impact that is sure to stop traffic.

MEDIA COVERAGE AREAS

- Orchestra Hall Ramp
- 517 Building
- 6 Quebec Building
- A Ramp Parking
- B Ramp Parking
- Minneapolis Hilton

PRODUCT INFORMATION

- Varies by opportunity



EXPERIENTIAL

Experiential events are a great addition to bring your skyway advertising campaign and brand to life! These opportunities include product sampling, literature/sample distribution, brand ambassadors, games, mascots and many more.

Run your event during peak lunch hours and connect with the largest concentration of upscale, educated, working adults in the state.

COVERAGE

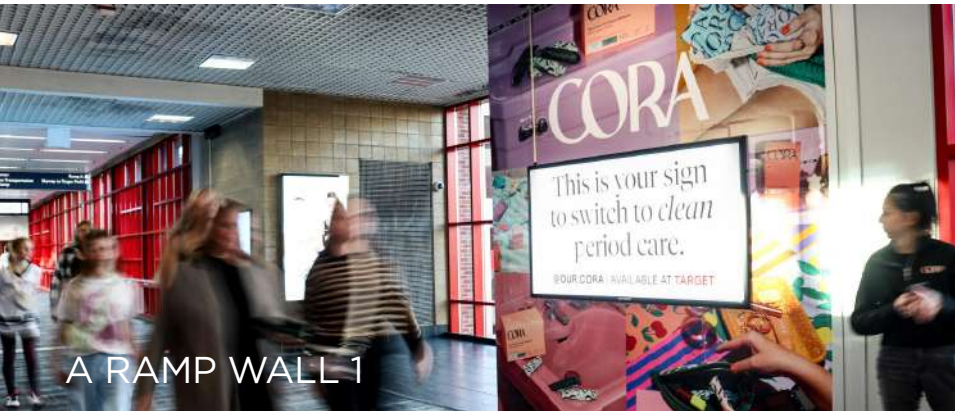
- 517 Building
- 6 Quebec Building

PRODUCT INFORMATION

Creative event products vary based on location. Media that complement events include wallsapes, pillar wraps, floor clings, domination walls, and digital liveboard networks. Design an event and we will find products that amplify your product.



ABC PARKING RAMP AREA: TARGET FIELD, TARGET CENTER & MPLS THEATER DISTRICT



A RAMP WALL 1



B RAMP WALL 1-DOMINATION



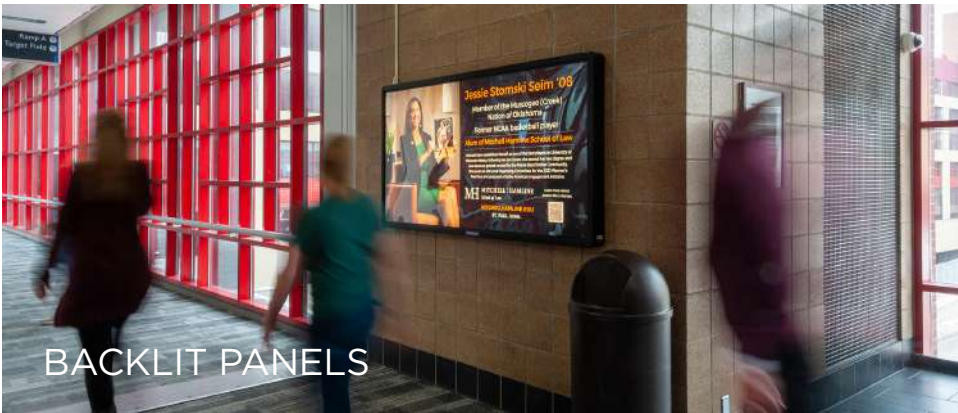
OVERHEAD SOFFITS



TARGET CENTER T: WALL & FLOOR CLING



LIVEBOARD NETWORK



BACKLIT PANELS

The ABC parking ramps are the largest in the city and connect consumers to the downtown core offices and the top event venues in Minneapolis.

The ABC ramp media formats interact with the millions of Twins, Timberwolves, Lynx, and other Target Field/Target Center fans. That is not all, this area also reaches the top theatergoers and concert lovers attending shows at the Orpheum, The State Theater, First Avenue, and multiple more.

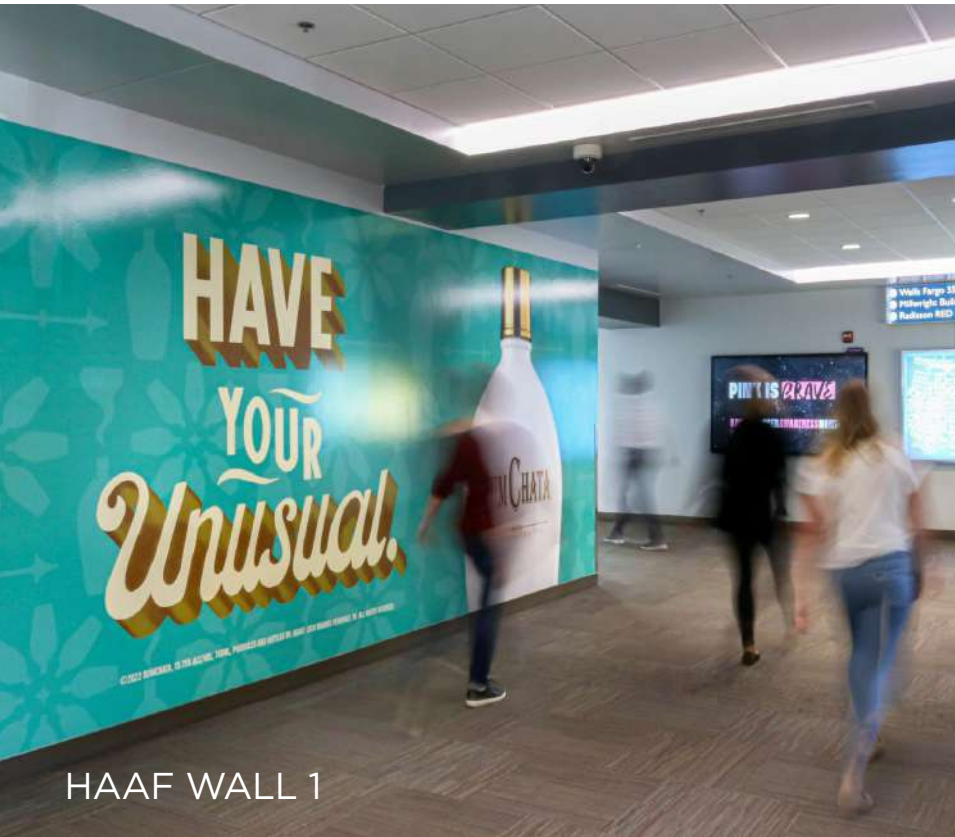
COVERAGE AREA

- | | |
|-----------------------|------------------|
| — Target Field | — Hampton Inn |
| — Target Center | — Hawthorne Ramp |
| — Orpheum Theater | — Pence Building |
| — State Theater | — Butler Square |
| — Pantages Theater | |
| — New Century Theater | |

PRODUCT INFORMATION

- Backlit Dioramas
- Wallscapes
- Liveboard Networks
- Floor Graphics
- Overhead Soffits

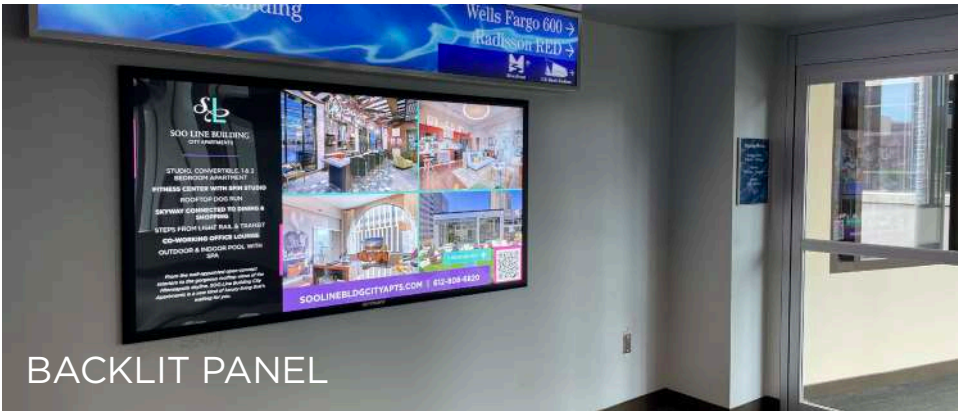
U.S. BANK STADIUM AREA



HAAF WALL 1



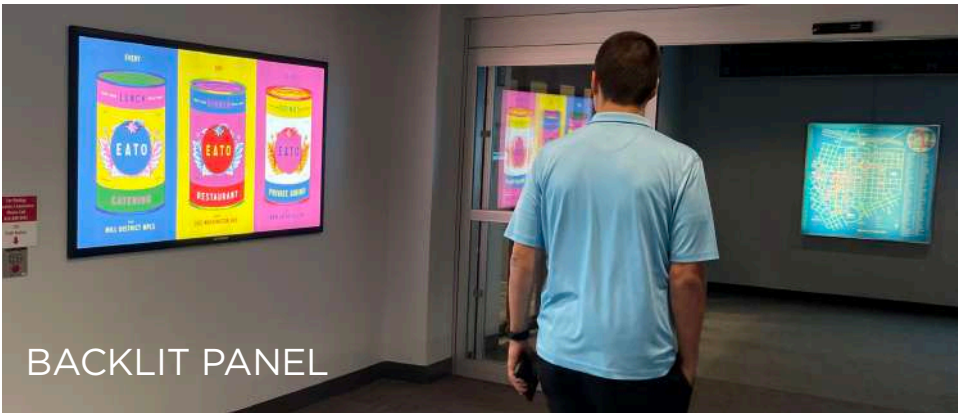
LIVEBOARD NETWORK



BACKLIT PANEL



HAAF WALL 1



BACKLIT PANEL

U.S. Bank Stadium is home to the Minnesota Vikings. Each year U.S. Bank Stadium hosts NFL football games, large conferences, state tournaments, concerts, etc.

OUTFRONT's media formats are located in the Haaf Ramp and the Gateway Ramp, the Haaf Ramp is the largest parking ramp connected to U.S. Bank Stadium and is linked to the skyway that connects to the Wells Fargo Towers and the Gateway District in downtown Minneapolis.

COVERAGE AREA

- US Bank Stadium
- Haaf Memorial Parking Ramp
- Wells Fargo Towers
- Guthrie Theater
- The Armory
- Stone Arch Bridge Park
- Latitude 45 Luxury Apartments

PRODUCT INFORMATION

- Wallscape
- Liveboard Network
- Backlit Dioramas
- Floor Clings

10TH & HENNEPIN PARKING AREA



10TH & HENNEPIN WALLSCAPE 2



BACKLIT PANELS

The 10th and Hennepin parking area is one of two skyway walkways leading to the Target Corporation headquarters in downtown Minneapolis. This skyway link connects to the La Salle Plaza, St. Thomas University and the Retek Building where the downtown Target store is located.

The 10th & Hennepin parking area has one of the largest unobstructed wallscape dominations with backlit media formats in downtown making it ideal for reaching some of the top business decision makers in the market.

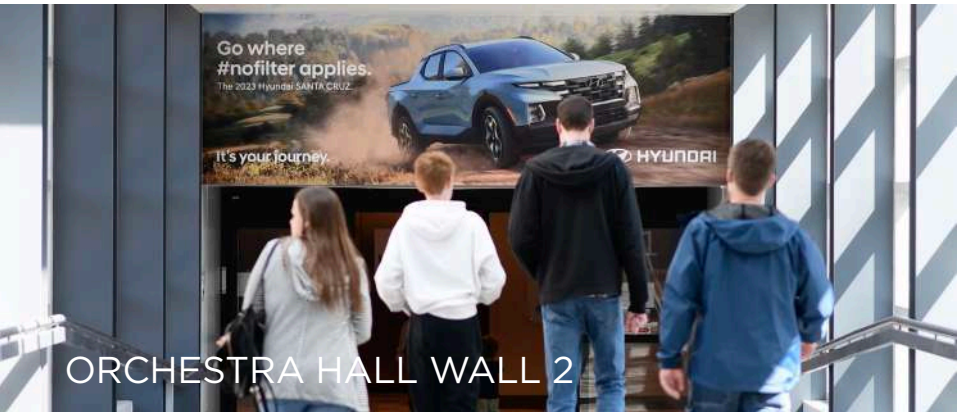
COVERAGE AREA

- Target Corporation Offices
- Downtown Target Store
- La Salle Plaza
- University of St. Thomas

PRODUCT INFORMATION

- Wallscapes
- Domination
- Backlit Dioramas
- Floor Cling

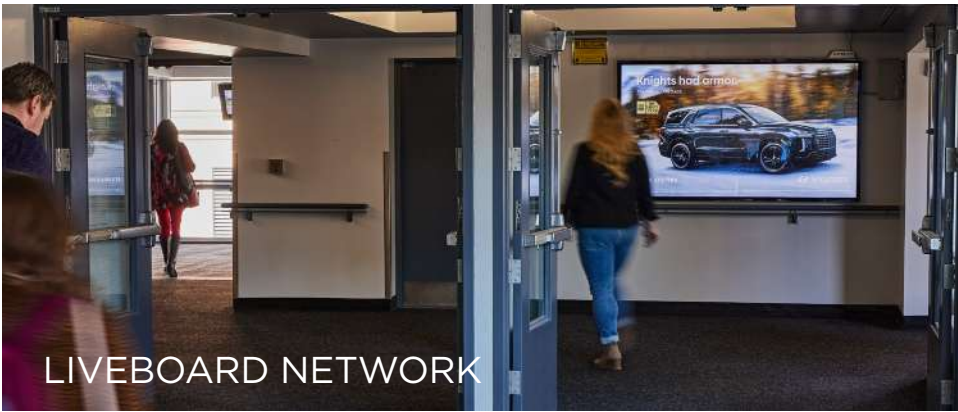
MINNEAPOLIS CONVENTION CENTER AREA



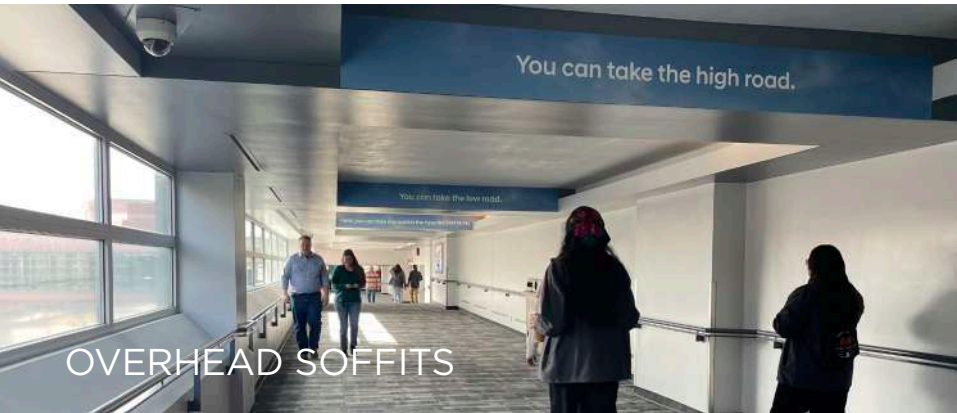
ORCHESTRA HALL WALL 2



PLAZA ROTUNDA DOMINATION



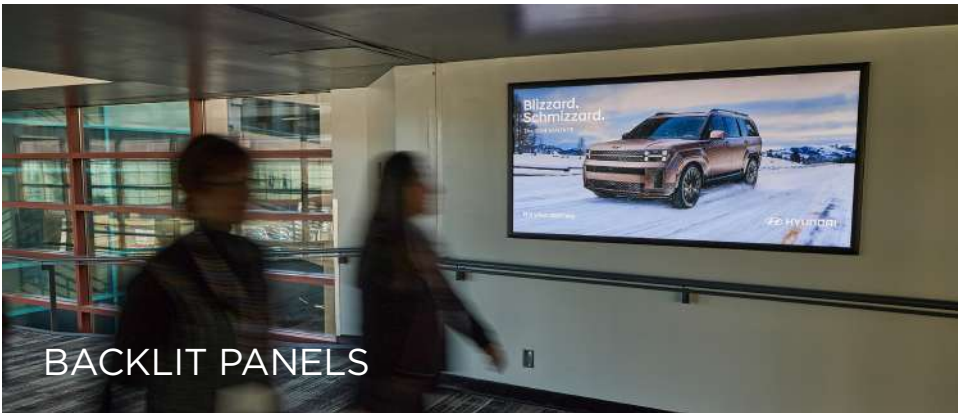
LIVEBOARD NETWORK



OVERHEAD SOFFITS



PILLAR WRAPS & WINDOW CLINGS



BACKLIT PANELS

The Minneapolis Convention Center is one of the largest event centers in Minnesota. It hosts a multitude of events including conferences, conventions, expos, concerts, and sporting tournaments, bringing a wide variety of visitors. The skyway connects them to hotels, parking ramps, and other destinations within the metro.

COVERAGE AREA

- Hilton Hotel
- Orchestra Hall Ramp
- Marquette Place Apartments
- Loring Park
- Hyatt Regency Hotel
- Millenium Hotel

PRODUCT INFORMATION

- Wallscapes
- Dominations
- Backlit Dioramas
- Liveboard Network
- Pillar Wraps
- Floor Graphics
- Overhead Soffits
- Window Clings

MINNEAPOLIS DOWNTOWN CORE AREA



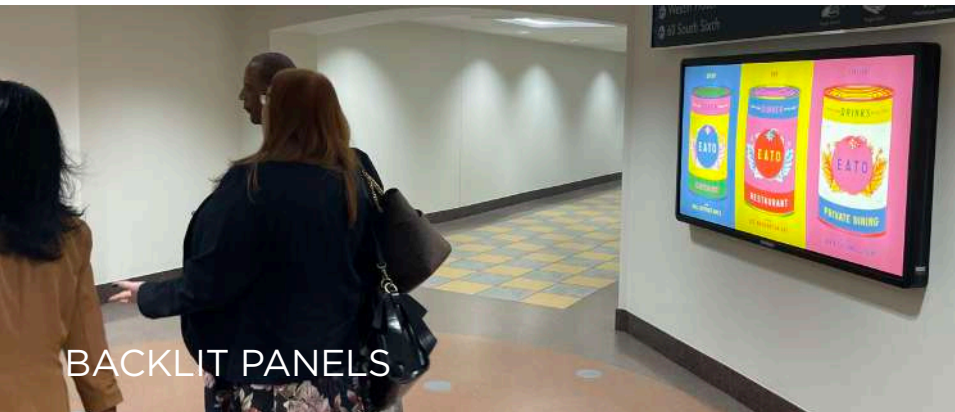
GAVIIDAE WALLS 2 & 3



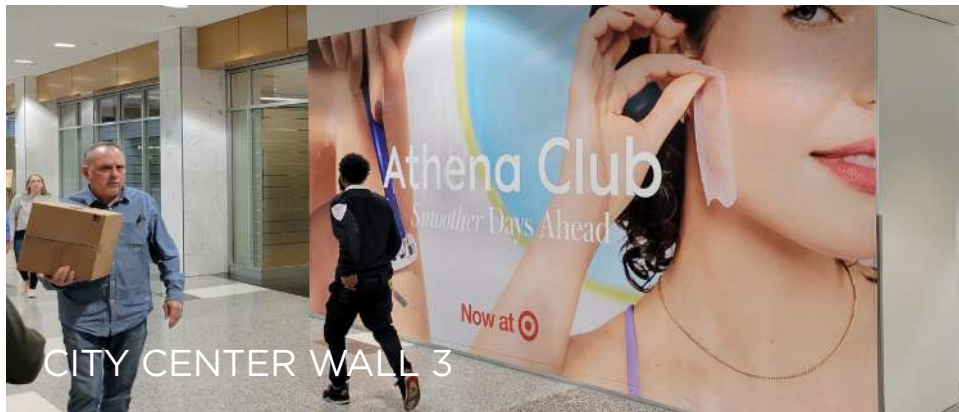
LIVEBOARD NETWORK



CITY CENTER WALL 1



BACKLIT PANELS



CITY CENTER WALL 3



6 QUEBEC PILLAR CLINGS

The Minneapolis downtown core is home to the largest collection of upscale affluent business professionals in the state. The downtown core skyway area is the central business district area of Minneapolis connecting daily commuters to their office buildings, parking ramps, restaurants, gyms/fitness centers, and so much more. OUTFRONT's media formats provide excellent frequency messaging reaching consumers at multiple touchpoints throughout the daily consumer journey.

COVERAGE AREA

- City Center
- Dayton's Project
- Gaviidae Commons
- 6 Quebec
- Baker Building
- 517 Building
- Rand Tower
- Center Village
- RSM Plaza

PRODUCT INFORMATION

- Wallscapes
- Dominations
- Backlit Dioramas
- Liveboard Network
- Floor Clings
- Pillar Clings



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